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A Special Announcement from Michael C. Keenan

President & CEO
Keenan-Nagle Advertising, Inc.

I am profoundly pleased to announce that **Kristin M. Keenan** has joined the Keenan-Nagle Advertising team.

Many of you who know Kristin are aware of her professional role as an advanced practice provider specializing in OB/GYN care through the past 21 years at St. Luke's University Health Network and, previously, Lehigh Valley Health Network.

What you may not know is that Kristin is also an exceptional writer with a keen instinct for compelling ideas and the creative skills required to bring them to life, verbally and visually. Perhaps this comes from having grown up in the family business. But when the opportunity arose to help shape the future of a company she has loved since childhood, she embraced it with characteristic energy and excitement. (Fresh challenges have that effect on creative people.)

Call me biased, but I do not anticipate that the transition from medicine to marketing will be a long leap for a person with this level of emotional intelligence and organizational skills. Naturally, I will be here to support all efforts of the entire K-N team, including its newest member.

Kristin's title is Vice President, Client Engagement & Integration. For clients in health-focused enterprises, she will serve as Vice President, Healthcare Marketing & Communications.

As always, I am available for any questions, comments or suggestions at mkeenan@keenannagle.com. **Thank you.**



Kristin M. Keenan, CRNP
Newest member of the
Keenan-Nagle team

CREENTIALS:

Kristin M. Keenan is a 1996 graduate of Allentown Central Catholic High School and holds a **Bachelor of Science in Nursing (BSN)** degree from the University of Pittsburgh (2000), and a **Master of Science of Nursing (MSN)** degree from DeSales University (2011). She is a **Certified Registered Nurse Practitioner (CRNP)** – Family Practice, and will remain an active member of the American Academy of Nurse Practitioners. She has served as a clinical adjunct faculty member with the University of South Florida School of Medicine, DeSales University School of Nursing, and the University of Cincinnati School of Nursing.

She is currently earning dual certification as a **Certified Digital Marketing Professional (CDMP)** awarded by the Digital Marketing Institute (DMI) and the American Marketing Association (AMA).